

**SYSTEMS AND METHODS FOR INTERACTIVE BEEF CATTLE  
MARKETPLACE**

**ABSTRACT**

A system and method for dynamically marketing cattle is provided comprising a buyer interface, a producer interface, a network, and an cattle information server. The cattle information server receives information from the buyer interface defining a plurality of demand profiles at least one which contains information specifying a first pre-conditioning program. The cattle information server also receives information from the producer interface defining a supply profile that specifies a second pre-conditioning program and stores the demand profiles and supply profile in a database. The cattle information server searches the database to determine if one or more of the demand profiles match the supply profile based at least in part on a comparison of the first and second pre-conditioning programs and identifies at least one demand profile in response to a match between the supply profile and the demand profile.